



Social Media Tourism 101

Social Media 101



**In business you don't have to
use social media, but you
should know about it!**

- **The Need for Social Validation:**
When consumers do not have enough information to make independent opinions and so hunt for external clues such as; popularity, trust, rankings, etc.”

■ The Desire for Social Badging:

“Social badging” occurs when people validate their persona through the purchase of brands, or by the organizations with which they align.

(40% of people who join a facebook business page do it for Social Badging. Exact Target and CoTweet 2010)

Social Media 101

Leading Social Media Goals of US Companies, June 2010

% of respondents

Increase awareness and interaction with our brand

94.1%

Create a community for our customers and fans

76.1%

Increase traffic to our website

55.1%

Identify and react to customer needs

50.3%

Identify new business opportunities or leads

49.0%

Note: n=6,494

*Source: SmartBrief Inc., "The State of Social Media for Business"
conducted by Summus, Limited, Nov 3, 2010*

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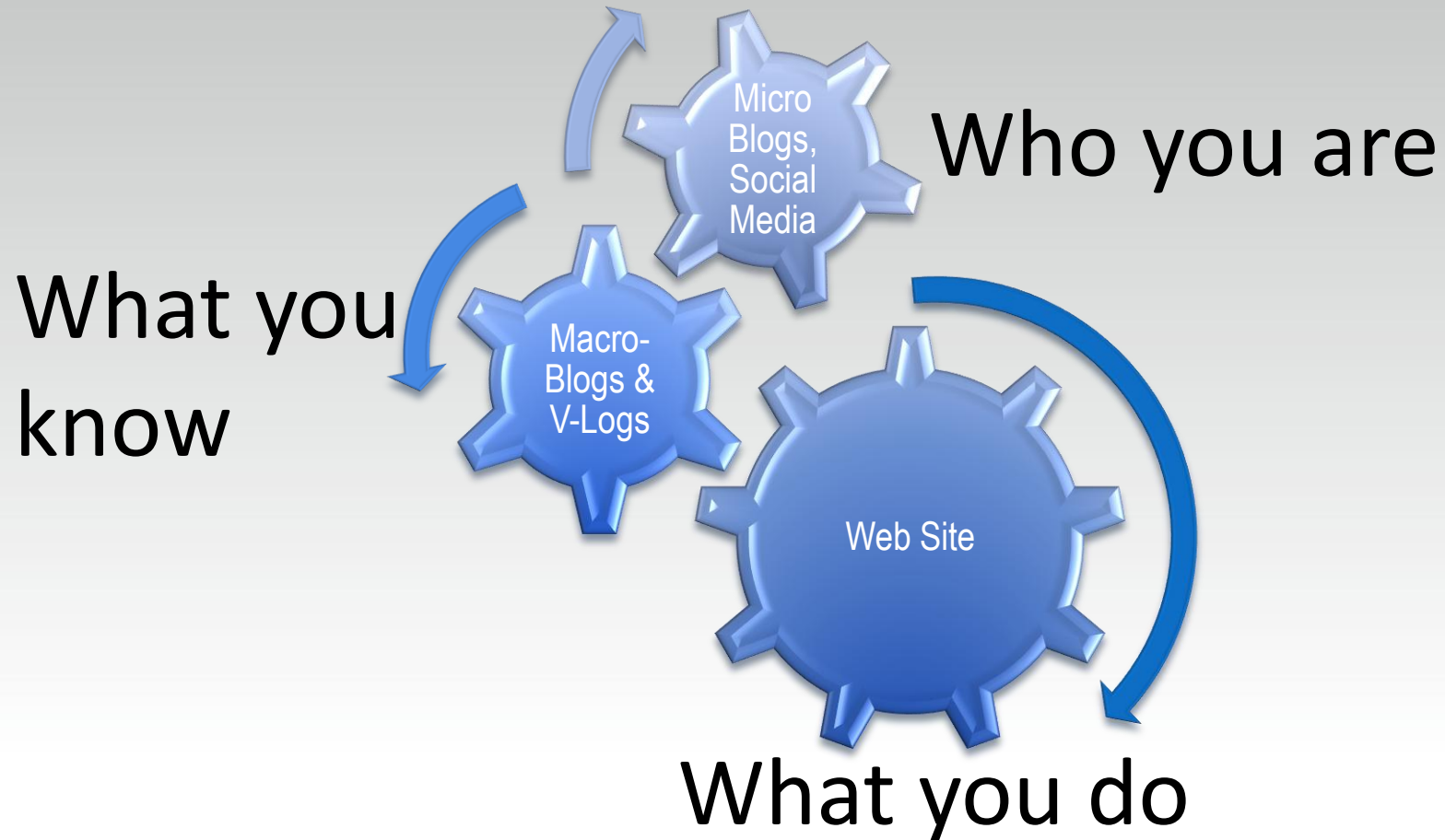
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Social Media 101



**Social Platforms do NOT stand alone!
They Feed Each Other**

Social Media 101



Email Marketing


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50 Essential Experiences
The Travel Bucket List

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Our destination experts continue to share their most memorable travel adventures, adding a new one each Tuesday, and we want to make sure you don't miss any of these incredible stories! There are 20 posted now, and we've got plenty more in store for you on our way to 50.

Visit www.50EssentialExperiences.com and get inspired to add to your own travel bucket list!

**In the Midst of
a Holy Pilgrimage**

Santiago de Compostela, Spain



"We will visit Vigo, Spain aboard the Grand Princess this Spring and will be sure to make that "pilgrimage" that you

**A Lesson in Courage
and Sacrifice**

Normandy, France



"Thank you for sharing your Normandy experience, it was intriguing and drew me in. I especially enjoyed the photos."

From Tahiti with Love

Tahiti, French Polynesia



"Tahiti is our continuous dream vacation and we have been there three times with Princess. Each voyage is like

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Online Activities of US Internet Users, 2007-2009 (% of respondents)

	2007	2008	2009
E-mailing from a PC	93%	94%	95%
Searching for/reading news and information on the Internet	84%	86%	94%
Watching TV on TV	92%	93%	87%
Working from home	52%	59%	78%
Managing personal digital photos and videos on the Internet	56%	60%	69%
Listening to music online	32%	37%	68%
Watching/posting videos on the Internet	41%	48%	67%
Connecting with people on social networking sites	37%	47%	65%
Playing video games at home (on console or PC)	55%	61%	63%
Listening to music on an iPod or other portable music player	37%	48%	63%
Reading blogs or listening to podcasts	27%	33%	60%
Participating in communities of interest on the Internet	32%	36%	47%
E-mailing from a mobile device	15%	23%	47%
Playing video games on the go (on handheld game device or phone)	21%	25%	42%
Writing blogs or contributing to online references such as Wikipedia	16%	18%	39%
Watching videos on a mobile phone or other mobile device	12%	14%	35%

Note: n=2,000

Source: Accenture, "Mobility Takes Center Stage: The 2010 Accenture Consumer Electronics Products and Services Usage Report," January 5, 2010

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Select Activities of US Adults in the Past 24 Hours, by Generation, January 2010 (% of respondents in each group)

	Millennial (18-29)	Gen X (30-45)	Boomer (46-64)	Silent (65+)
Watched more than an hour of TV	57%	67%	78%	82%
Sent or received an e-mail	56%	57%	54%	26%
Read a daily newspaper	43%	50%	58%	73%
Watched a video online	32%	23%	9%	7%
Posted a message to an online profile	32%	22%	9%	3%
Played video games	28%	14%	15%	6%

Note: n=2,020

Source: Pew Research Center, "Millennials: Confident. Connected. Open to Change." conducted by Abt SRBI Inc., February 24, 2010

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Twitter



Results for **New Orleans Tourism**

0.76 seconds



[LAMcMonaive19](#): [@carolynhennesy](#) Happy Mardi Gras (a.k.a. Fat Tues) 2 u! Mind u, I have NO idea what it's really about, but it's good 4 **New Orleans tourism**!
about 3 hours ago via *web* · [Reply](#) · [View Tweet](#)



[MarkOnCJOC](#): Lea Sinclair from **New Orleans tourism** will talk to us live from St. Charles St.at about 8:15. It could be great. It could go horrible.
about 6 hours ago via *web* · [Reply](#) · [View Tweet](#)



[shaeboobaby](#): Official **New Orleans Tourism** Web Site - NewOrleansOnline.com
<http://t.co/qwyjc4O> via [@AddThis](#)
about 7 hours ago via *Tweet Button* · [Reply](#) · [View Tweet](#)



[TwoClipz](#): RT [@FIEND4DAMONEY](#) **New orleans** po boy on st. Charles. The setting alone can increase **tourism**.
1 day ago via *twidroyd* · [Reply](#) · [View Tweet](#)



[FIEND4DAMONEY](#): **New orleans** po boy on st. Charles. The setting alone can increase **tourism**.
1 day ago via *ÜberSocial* · [Reply](#) · [View Tweet](#)



[beaumartian](#): [@FoxworthCRE](#) you couldn't tell where I was? I was in **New Orleans** for a **tourism** mktg group think called DMOMojo.
3 days ago via *Twitter for Android* · [Reply](#) · [View Tweet](#) · [Show Conversation](#)



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What John's clients say about his speeches and workshops... (All comments on file at HPR Offices).

Facebook & Twitter Comments:



erinmoriarty Erin Moriarty

I learned so much about social media this evening from @HopeJohnstone. Definitely feeling inspired! #HPRSocialMedia
4 minutes ago



Tari Alford

Your presentation today was very interesting. Too bad we didn't have enough time to finish your powerpoint presentation!

January 27 at 2:40pm · Like · Comment



HPR Social Media Coaching Thanks Tari, apparently I will be asked by Ken for a return engagement.

January 29 at 11:18am · Like



Tari Alford That would be fantastic :)

January 29 at 11:24pm · Like



Steve Brum

Great presentation this morning. Thanks!

Saturday at 9:47am · Like · Comment



HPR Social Media Coaching Thanks so much, what a great group at ORRA!! Great to meet you. Thanks for following.

Saturday at 11:35am · Like

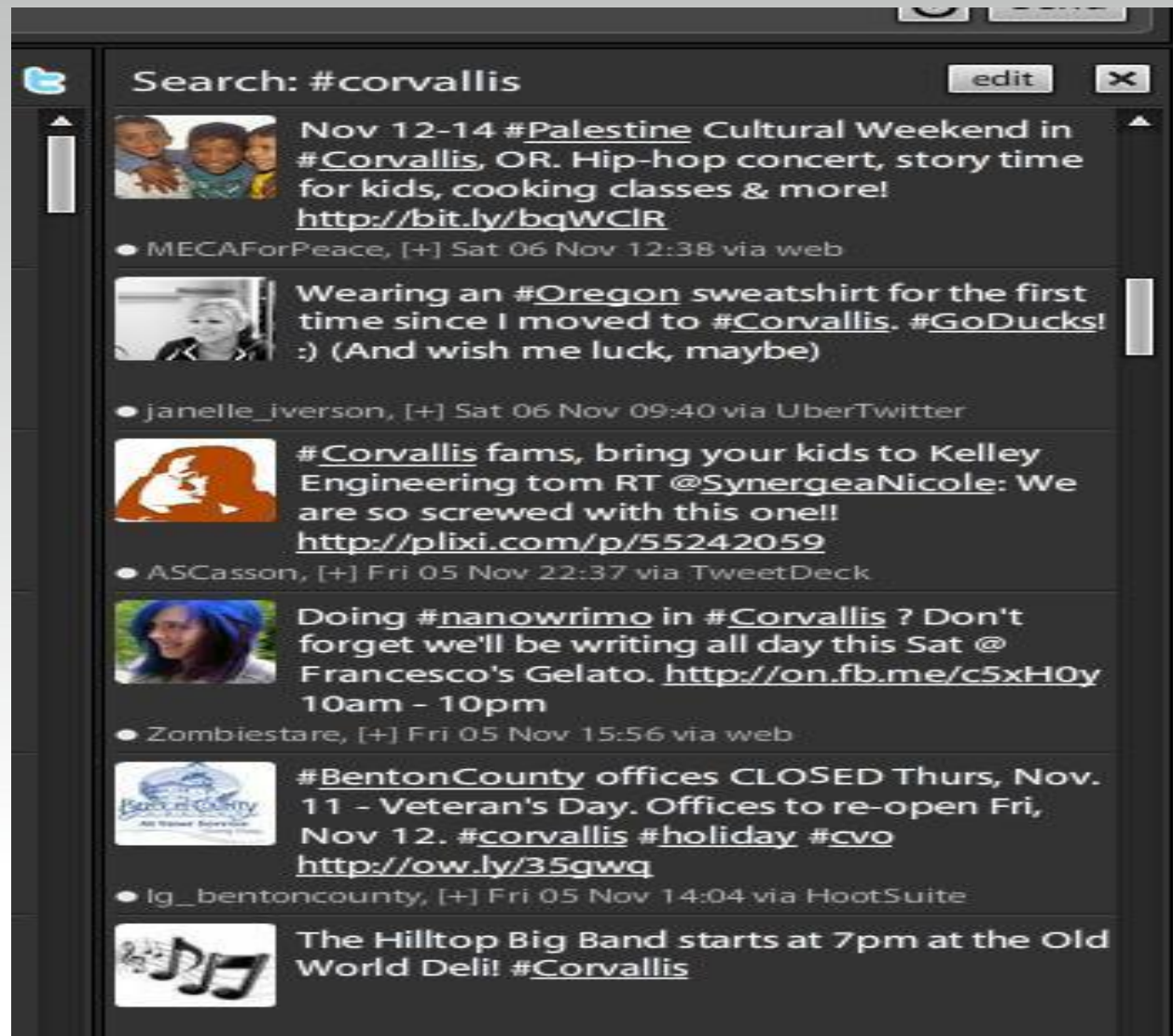
Twitter Lesson

Lessons:

- Twitter allows for the possibility for you to lead the traveler throughout their journey using #
- Secure a # and build hashtag followers and create a conversation about your destination
- Twitter is a news agency that points! Best used to point to your travel blog, facebook, event or Web site
- You can grow targeted Twitter followers faster

2: Engagement: Twitter

Hashtags



Twitter Age Group: 24 to 34

Skewed high in interest for: news, restaurants, sports, politics, travel, pop culture and read more. Entrepreneurial & often tweet to promote their blog or business Web site.

(Comscore 2009)

The screenshot displays the Facebook interface for the 'I Like Paris' page. At the top, the Facebook logo and a search bar are visible. The page header includes the name 'PARIS' with a 'Like' button and navigation tabs for 'Wall', 'Info', 'Welcome', and 'Photos'. The cover photo features the 'I Like Paris' logo and a welcome message: 'Welcome to the official Facebook Page of Paris! If you like Paris too, click on I like !'. Below the cover, there are two video sections: 'FESTIVAL PARIS CINEMA' and 'OPEN PARIS', each with a play button icon. To the right, a 'TOP SERVICES' section lists various amenities with icons: Wi-Fi, Tennis, Market, Vélib', Museum & Exhib, and Swimming Pool. On the left side, there is a sidebar with a profile picture of the Eiffel Tower, a 'Add to My Page's Favorites' button, a 'Suggest to Friends' button, a welcome message, and a section titled '414,365 People Like This' showing three user avatars: Shayan Beizae, Nick Galo, and Syarifah Ahmed.

Facebook

Primary Reason that US Internet Users Are Fans of a Brand on Facebook, February 2010 (% of respondents)

To receive discounts and promotions

25%

I am a customer of the company

21%

To show others that I like/support this brand

18%

It's fun and entertaining

10%

To be the first to know information about the brand

8%

Gain access to exclusive content

6%

Someone recommended it to me

5%

To be part of a community of like-minded people

4%

I work for/with the company

2%

I own stock in the company

0%

None of these

0%

Note: n=1,504 ages 18+; numbers may not add up to 100% due to rounding

Source: Chadwick Martin Bailey and iModerate Research Technologies as cited in press release, March 10, 2010

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Facebook

- Facebook Age Group: 24-49. Those 35-49 are the most active majority on facebook, claiming 31.6%.
- Married (40%), white 80% and retired 6% than other SMs. Second highest income avg. \$51,000 and average 121 connections

-ComScore 2009

Facebook

- **Lesson:** Campaigns create the buzz that makes for great facebook pages.
- Facebook business pages are now mini-sites that shows a human “face” to the organization.
- Average facebook fan is worth \$136.00 after marketing costs. (Averaged over 120 different business catagories)

Companies > Washington County Visitors Association



The Washington County Visitors Association (WCVA) serves the region's tourism industry by actively promoting Washington County, Oregon, as a destination for meetings, sports events and leisure travelers. Washington County is Portland's wine-tasting, shopaholic, golf-obsessed next-door neighbor.

... more

Your Network (4)

Employees (8)



Stakeholder Development Manager

Allison George, Portland, Oregon Area

How are you connected? (9 shared connections)



Tourism Sales Manager

Heather Anderson, Portland, Oregon Area

How are you connected? (10 shared connections)



President/CEO

Terry Goldman, Portland, Oregon Area

How are you connected? (10 shared connections)



Linkedin

- Lesson: The best prospecting platform in Social Media and for Business Brand Awareness.
- People take Linkedin more seriously than any other SM platform
- Linkedin groups, best platforms for building specific discussion groups
- However, facebook outranks Linkedin for customer retention

The LinkedIn Professional At A Glance



Average Age 41
Household Income \$109,703
Male 64%

	Comp	Index	Rank
HHI \$100K+	53.5%	210	1
Own Smartphone/PDA	34%	430	1
College Grad/Post Grad	80.1%	156	2
Business Decision Maker	49%	185	13
EVP/SVP/VP	6.5%	317	4

<http://www.slideshare.net/erickschonfeld/linkedin-demographic-data-jun08-presentation>



Video Sharing

- **Lesson:** It is the video **content** NOT the platform that makes SM succeed or fail.
- Video puts flesh and a voice to the brand
- It can be pulled into your Web site, Facebook, LinkedIn, Twitter and Blog
- Great for promoting new programs
- Great for Search ranking
- Age spread across all spectrum

Blogging



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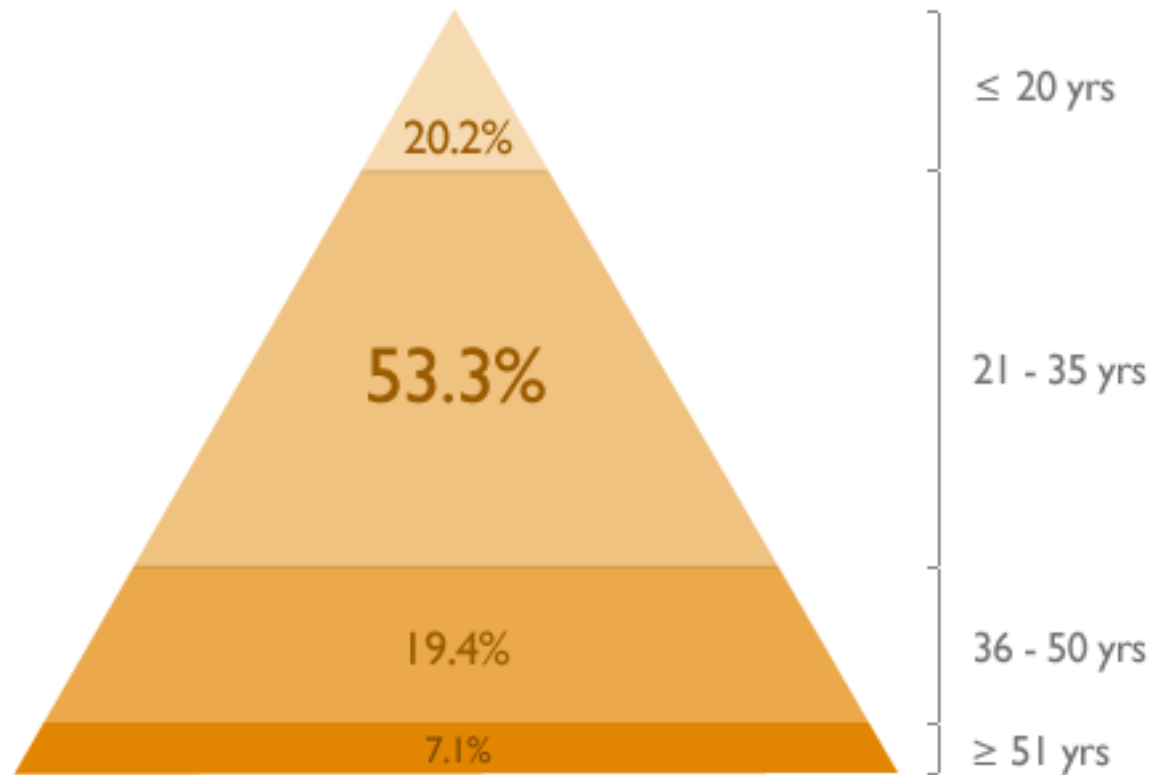


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Blogging

Age distribution



Over 100 million blog posts analyzed. Source: sysomos.com



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Blogging

- **Lesson:**
- Nothing shows thought leadership better than a blog
- Make blogs niche specific and have people with street cred write the blogs
- People like to do business with people they feel they know
- A blog doesn't have to be prose

Organizations that regularly blog key word rich content enjoy 55% more visitations to their Web sites than those who don't.

Phocus Wright

Consumer Review Sites



The Bedbug Registry

[look up + report](#)[alerts](#)[city maps](#)[resources](#)[about](#)[faq](#)

The Bed Bug Registry is a free, public database of user-submitted bed bug reports from across the United States and Canada. Founded in 2006, the site has collected about 20,000 reports covering 12,000 locations.

You can find us on Twitter as [@bedbugregistry](#).

New! Report bedbugs on [cruise ships](#).

Check For / Report Bugs:

Hotel name:

City and state

Street Address

City and State

[Kill Bed Bugs w Heat](#)

Mosebach offers electric heaters to safely kill bed bugs.

www.mosebachresistors.com/

[Zippered Bed Bug Proof](#)

Mattress Covers. Banish Bed Bugs From Your Bed! Buy Factory Direct

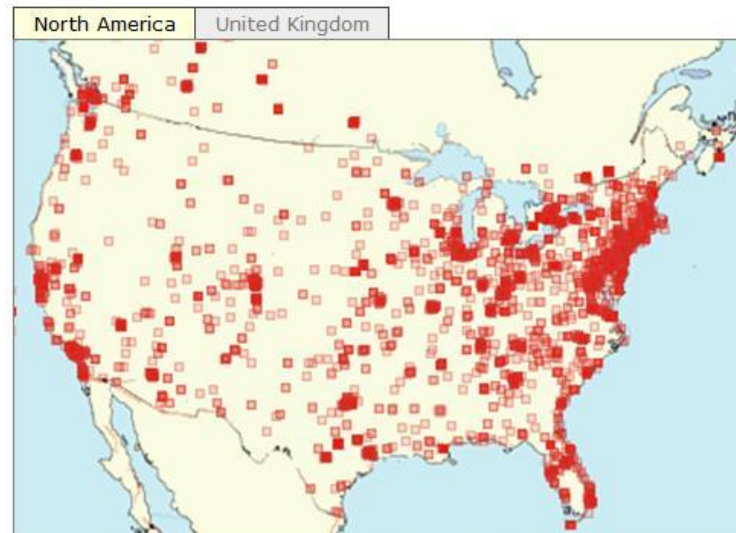
BedBugs.AllergyGuardDirect.com

[Bed Bug Proof Your Home](#)

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[Eugene Coupons](#)



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283 Adams St, Brooklyn, NY

41-43 39th Pl, Queens, NY

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Lesson: Consumer review sites feed the need for Social Validation

- “80% of On-Line consumers study reviews before they buy.”
- “Reviews are not just a widget that you put on your website. Reviews are a fundamental tool where customer conversations become powerful content.”

Sam Decker
Chief Marketing Officer
Bazaarvoice

Podcasting

Podcast Blogs

SOCIALMEDIALEADERS

Interviews with leaders in Social Media Marketing

socialmedialeaders



Calendar

March 2011

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21	22	23	24	25	26	27
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Archives

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2010

Social Media Leaders Pt 3 With Bill Geist

This Podcast interview was held on September 24th and broadcast on September 26th. The interview is with Mr. Bill Geist. Bill is President of Zeitgeist Consulting, <http://www.zeitgeistconsulting.com/>, a firm specializing in strategic planning, governance, marketing and legislative issues for Destination Marketing Organizations. Bill is a highly acclaimed public speaker, author and consultant to the travel industry and has been a leader in the adoption of social media marketing in tourism.

In this interview we discuss the adoption of social media in the travel decision making process. This leads to a discussion about consumer generated review sites and their growing importance in the travel purchasing decision.

We also discuss mobile platforms and pose the question are mobile apps used more. prior to the destination decision. or more. once the traveler has arrived



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Podcasting

- Lesson: Great for on-the-go touring.
- A valuable tool for creating social and political capital with key influencers
- Simple to produce
- Upload to iTunes

Location Based Sites

Location Based Marketing



Location Based Demographics

		US	Location-based application users*
Generation	Gen Y (18 to 29)	22%	44%
	Gen X (30 to 43)	25%	42%
	Younger Boomers (44 to 53)	16%	9%
	Older Boomers (54 to 64)	26%	5%
	Seniors (65 and older)	12%	0%
Demographics	Average age	44	32
	Percentage female	51%	22%
	Average annual household income	\$79,500	\$105,000
	Earned a college degree or higher	51%	70%

Base: US online adults

*Base: US online adults who use geolocation applications

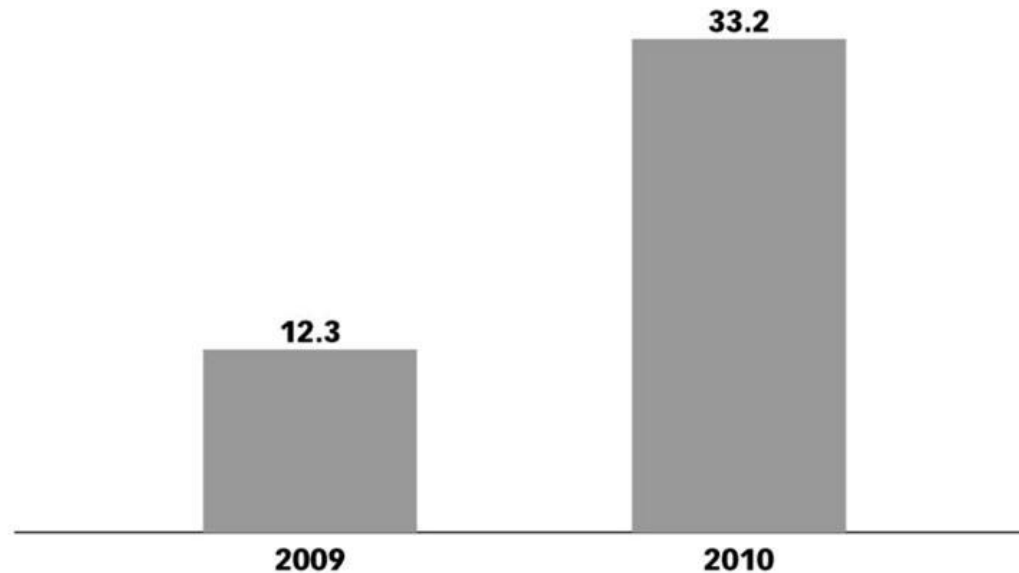
Source: North American Technographics® Interactive Marketing Online Benchmark Recontact Survey, Q2 2010 (US)



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Location Based Users

US Location-Based Service Users, 2009 & 2010
millions



Note: includes registered users of location-aware social networks and monthly subscribers to carrier-based family tracking and navigation services
Source: SNL Kagan, "Economics of Location-Based Services" as cited in press release, Oct 21, 2010

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Location Based Sites

- Lesson: Amazing for “force” promotions. Creates a sense of popularity, immediacy.
- Answers the need for Social Badging
- Moving people around your area and checking-in for rewards.

Text Marketing



Hi John, please accept 20% off
your dinner at The Steak House
#91342 Show this txt. Circus Circus

Text Marketing

- Lesson: Permission based texting and coupon delivery incredible tool for tracking conversion and increasing traveler satisfaction.

More Assistance:

Sources of further info:

- One Week Free WebEx coaching
- “Secrets for Success in Social Media Marketing”
Amazon.com (book)
- “How to Market Tourism in the 21st Century”
Amazon.com (book)
- www.buzzmaster.wordpress.com (Blog)
- www.facebook.com/HPRSocialMedia (daily tips)
- www.johnhopejohnstone.com (What we do)
- johnhopejohnstone@gmail.com